



News & Updates

FROM THE COMPUTER ROOM

TECHLINK GAMING MACHINE PARTS

Techlink gaming machine owners and operators should be aware of a known ASD error displayed on the screen as “Electronic Journal Storage Failure,” which results in the need to replace the ASD. The ASD’s are a proprietary part and must be purchased from the supplier (*ordering instructions below*). Future availability is unknown; please order an adequate amount to sustain your Techlink machines.



Cactus Part#	Quote	Description
KU512MR-100-92	\$32	512MB Industrial Grade USB Flash Drive; 0C to 70C; SLC NAND; 100 Series; Locked-BOM; Custom Configuration
FOB Hong Kong		
Net 30 or credit card		
Minimum Order \$300		
Lead Time: 5 weeks ARO typical		

Ordering Instructions: [Industrial Grade USB Flash Drive \(100 Series\) - based on SLC NAND](#) (Click Link)

- PO Made out to: Cactus USA, 3112 Windsor Road, Suite A356, Austin, Texas 78703; Phone: (512) 775-0746; Fax: (866) 811-3761
- On PO should be the following items:
 - Cactus Part Number: KU512MR-100-92
 - FOB – Hong Kong
 - Customer Shipper Account number to bill shipping charges: (UPS, FedEx, DHL, etc.) *You can prepay and add to invoice if desired.*
 - Net 30 Terms - Credit Card orders (Call Tom Aguillon at 512-775-0746)
- PO to be faxed to (866) 811-3761 or e-mailed to americas@cactus-tech.com

If you have a Techlink Logic Cube that needs to be RAM cleared please contact Marty Johnson at Marty.Johnson@state.sd.us.

2015 LOTTERY COMMISSION MEETINGS

Tues., Dec. 1
10:00 AM

Thurs., Dec. 10
10:00 AM

OPERATORS & TECHNICIANS

Be sure your paperwork for [board changes](#) and [movements](#) includes an Audit ticket and can be e-mailed to VideoLottery@state.sd.us.

NEWS YOU CAN USE TO OPERATE BETTER

DISPOSALS

When operators send Lottery disposal forms they are not always dated, don't always include a printed name, and are missing a contact phone number. Please add this information to the form as it helps Lottery officials to identify a contact if there is ever a question on the disposals received. In addition, the date will provide further information as to when the machine has been sent to Lottery for disposal.

SHIPMENT NOTIFICATION FORM

The shipment notification was revised a few months ago but not everyone is utilizing it. The form now includes a drop down menu to choose if the machine is new and requires permitting or if it's a used machine. This helps Lottery to distinguish what machines need to be passed on immediately to inspectors for permitting. If you are not using the new form please use this link and save the new form to your desktop.

<http://lottery.sd.gov/retailer/documents/vidlotshipmentformfill-in-able082515.pdf>

ATTENTION VIDEO LOTTERY POSTER

Please check your establishments to make sure the new yellow Attention Video Lottery Poster is being displayed. This includes important information for the video lottery player. If you need additional posters for your locations email Robyn Seibel at Robyn.Seibel@state.sd.us to request some.

ATTENTION OPERATORS: LOG BOOKS REQUIRED TO BE MAINTAINED

Please check your locations and remind your staff that log books must be maintained every time a machine is opened. If you are out of log books please call the Lottery office and request some. In accordance with rule **48:02:10:07**, there must be a log book in every machine. **Maintenance log forms are required.** A written maintenance log shall be kept in each video lottery machine located within the main cabinet access area. Every person, including lottery personnel, who gains entry into any internal space of a video lottery machine must sign the log, indicate the time and date of entry, indicate the mechanical meter readings, and list the areas inspected or repaired. The maintenance log forms must be obtained through the lottery and retained by operators for a period of three years from the date of the last entry. The maintenance logs must be available for inspection by the lottery upon request.

AUDIT TICKETS

After destruction is completed, please make sure the original audit tickets accompany the final destruction form that has been filled out and signed by the Inspector. It is important that the original audit ticket is sent to Lottery because many times the copy that is emailed or faxed to the Lottery office isn't readable.

MAKE SURE TO CHECK FOR E-STATEMENTS

This is a reminder that from now on all bills will be available only as e-statements. All operators have been provided a log on and password to access online billing statements. If you are unable to locate your log on and password please contact Robyn at robyn.seibel@state.sd.us. Your log on and password are **case sensitive**. If you cannot log on to your account and others have access to it check with them to see if they've changed the password or remember



PLANNING A PROMOTION?



Order **FREE**
video lottery
merchandise for
giveaways and prizes

Click the T-Shirt
Image above to view
more product
photos on the
order form

what it is. Do not request to change the password until you find out if someone has changed it. Remember the password is shared among everyone that has access to your account.

VIDEO LOTTERY MARKETING

THE POWER OF FIRST IMPRESSIONS

Congratulations! The new signage on the outside of your building and the radio ads you ran last week have worked their magic, and new players are coming through your door. What they experience in their first few minutes in your casino makes a lasting impression about your business. Whether or not that's a good first impression is up to you. Here are some common factors customers consider when deciding whether to become a "regular" or a "one-timer" at a business:

- **Cleanliness.** Empty beer bottles littering dirty tables. Popcorn crushed into carpets. Video lottery machines smeared with fingerprints. One of the biggest turn-offs for new customers is a messy atmosphere. If you want players to stay longer, give them an inviting place to play.
- **Customer Service.** People who feel welcome during their first visit are more likely to return to the business in the future. Even a simple "Good morning" or "how are you folks doing tonight?" acknowledges the customer's presence when they walk in. Carry that through by making the rounds of the machines on a regular basis to see if they need refills or change or have a ticket to cash. And the attitude of your staff can have an effect on the attitude of your customers; if your cashier acts bored or your bartender seems constantly annoyed, first-time customers may ask themselves if your casino is really a place where they want to hang out.
- **Engagement.** The majority of people who go to a video lottery casino are there to play the machines. Sometimes they bring others with them who don't play or don't play often. Keeping those customers engaged is important, too; the longer they stay, the longer the player stays. Make new customers aware of ALL that your casino offers whether it be special promotions, inexpensive drinks or that big screen TV in the bar area where they can watch the play-offs. Great signage and staffers with a good line of chatter are easy ways to engage with customers.

Good news travels fast but in the age of social media, bad news travels faster. New customers who have a bad first experience at a business often waste no time in telling others about it. So give them something good to talk about by making a good first impression. Once they become a regular, who knows how many other new customers they'll bring to your door?

OTHER INFORMATION

STATS FROM THE FIELD

As of Oct. 23, 2015, 820 MCD's have been installed and 2,577 line game machines are in operation statewide.

Newsletter Archives

For past newsletter issues, email Jennifer Baker at jennifer.baker@state.sd.us

Stay Connected

QUICK LINKS

lottery.sd.gov

[Video Lottery](#)

[Retailer/License Info](#)

[Where Does the Money Go?](#)



South Dakota Lottery, P.O. Box 7107, Pierre, SD | 605.773.5770
| lottery@state.sd.us

